

ORDER



Orders
Order / Rev: 691376
Alt Order #: 06185513
Product Desc: RESTORE OUR FUTURE
Estimate: 179
Flight Dates: 06/21/12 - 06/23/12
Original Date / Rev: 06/18/12 / 06/18/12
Order Type: Political

WUSA
Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/23/12	5	\$26,500.00	\$22,525.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	5	\$26,500.00	\$22,525.00	0.00
Totals	5	\$26,500.00	\$22,525.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	20%	\$26,500.00
Market	100%	\$132,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$33,125.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$46,375.00
WTTG	20%	\$26,500.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	06/21/12	06/21/12	Thu Prime C The Mentalist	CM	10-11P	---T---	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	---T---			1			\$8,500.00		0.00			
2	WUSA	06/22/12	06/22/12	Fri Prime A Undercover Boss	CM	8-9P	----F--	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	----F--			1			\$4,000.00		0.00			

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Advertiser: Restore Our Future
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 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WUSA	06/22/12	06/22/12	Fri Prime B CSI: NY	CM	9-10P-----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	06/18/12	06/24/12	-----F--		1			\$5,000.00		0.00			
4	WUSA	06/22/12	06/22/12	Fri Prime C Blue Bloods	CM	10-11P-----F-- (10:00 PM-11:00 PM)	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	06/18/12	06/24/12	-----F--		1			\$6,000.00		0.00			
5	WUSA	06/23/12	06/23/12	Sat Prime C 48 Hours Mystery	CM	10-11P-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	06/18/12	06/24/12	-----S-		1			\$3,000.00		0.00			
Totals													5	\$26,500.00

REP: TEL# 703 528 7800

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT.

FROM REP

JUN18/12 10.23

*** WUSA-TV ***

REP HEADLINE# 6185513

NEW

ADD *** ORIGINAL REV#0 ***

DELETE

ORDER _____

LINE/S _____

PARTIAL LINE/S _____

AGENCY - 600 FAIRMOUNT AVENUE, SUITE 306
ADDRESS TOWSON, MD 21286

START DATE-JUN20/12 END DATE-JUN25/12 WK-1

BIAS#

691376

DATE

1/AGENCY#

MENTZER MEDIA SERVICES, INC.

2/ADVERTISER#

ISS/RESTORE OUR FUTURE

3/PROD# EST#179

RESTORE OUR FUTURE

20/EOS 4/SLSP#

AARON ASHE

5/REP#

- WASHINGTON, DC

21/BILL WK. MO-SU

9/AREA

63/PCON 64/ACON

10/BILL CODE

11/RATE CARD

16/BYR - STEPHANIE KOHLBAUER

14/ORDER TYPE

17/RTG SVC - NSI

57/CO-OP TYPE

CO-OP KEY D/P REC#

59/STATE TAX

58/CITY TAX

REP: TO: LANCE
FR: HILARY
NEW ORDER
TTLS: 26500
PLS CFM, THX! 6/18

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

RESTORE OUR FUTURE

BS	REP	BEGIN	END	CLS	SEC	PLAN	PLAN	SPT	RATE	STATION	STS	SPOT							
LN#	LN#	CD	DAYS	TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	PLAN	16/	/WK	18/	CD	SC#	23/	/LIN

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

AGENCY EST# = 179

1	THU	1000P-1100P	30	06/21	06/21								1	\$8,500.00					1
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PROGRAM : THE MENTALIST

B

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

REP HEADLINE# 6185513

JUN18/12 10.23
*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD SC#	STS 23/	SPOT /LIN
	2	FRI		800P-900P			30	06/22	06/22			P1		1	\$4,000.00				1
	PROGRAM : UNDERCOVER BOSS																		
	3	FRI		900P-1000P			30	06/22	06/22			P2		1	\$5,000.00				1
	PROGRAM : CSI NY																		
	4	FRI		1000P-1100P			30	06/22	06/22			P2		1	\$6,000.00				1
	PROGRAM : BLUE BLOODS																		
	5	SAT		1000P-1100P			30	06/23	06/23			P2		1	\$3,000.00				1
	PROGRAM : 48 HR MYST																		
JUN/12				26500.00												CONTRACT TOTAL			26500.00
																TOTAL SPOTS			5

MARKET TOTALS \$132,500 WUSA 20% WTTG 20% WJLA 25% WRC 35% WDCA 0% WDCW 0% CABL 0%

EST

SVC- NSI
DEMOS- RA35+*